Preliminary Amendment to the Claims

Please amend the claims as follows:

1. (currently amended) A closed loop system for delivering information obtained from an information content source to a playback device, comprising:

a mobile-content server comprising:

a website interconnected to the information content source, operating on the mobile-content server and available for access by a user;

a database for storing user information; and

a server application operating on the mobile-content server and enabling the mobile-content server to:

retrieve the user information from the database;
obtain content segments from the information content source;
create a content package including at least one content segment;

deliver the content package to a client platform; and receive response information from the client platform, the response information being associated with <u>only a portion of at least one</u> a previously delivered content segment; and

the client platform comprising:

a web browser for interacting with the website operating on the mobilecontent server; and

a client application operating on the client platform and enabling the client platform to:

download the content package from the mobile-content server to

the playback device;

receive response information initiated by a user of the playback device, the response information identifying a requested action and the requested action based on

the portion of a currently active segment with which the response information is associated being associated with; and

deliver the response information to the mobile-content server.

- 2-5 (canceled)
- 6. (currently amended) The closed loop system of claim 1 wherein the server application assigns a unique identifier to each content segment, and maintains a database of unique identifiers and associated content segments and further partitions each content segment into one or more sub-segments.
 - 7-32. (canceled)
- 33. (currently amended) A method for providing directed information, including advertising and non-advertising content, to a playback device based on a closed loop operation, the method comprising the steps of:

receiving user information;

obtaining directed information from one or more information sources based at least in part on the user information;

formatting the directed information into a content package, the content package including one or more content segments;

assigning a unique identifier to each content segment within the content package;

delivering the content package along with the unique identifier for each content
segment of the content package to the playback device; and

receiving response information from the playback device, the response information including the unique identifier of a <u>particular portion of a previously</u> delivered content segment associated with the response.

- 34 44.(canceled)
- 45. (currently amended) A mobile application server comprising:

 a website accessible to a user for inputting user information comprising a user name, profile information, preference information, and scheduling information;

a user database for storing the user information; and

a server application for retrieving the preference information, retrieving web content from a content source, creating information content segments for the user based at least in part on the preference information and the web content, creating a content package, and delivering the content package to a playback device, said server application further functional to receive response information associated with a <u>particular portion of a previously download</u> segments from the playback device and initiate <u>an</u> actions based on the response information.

46 - 55 (canceled)

(currently amended) A method of delivering content to a playback device and receiving responses pertaining to the content, wherein the playback device includes a user interface that can be actuated by a user, wherein the content includes web based information, the method comprising the steps of:

aggregating a content package, the content package including at least one content segment;

delivering the content package to a playback device;

receiving a response from the playback device, the response being associated with a particular portion of the previously delivered content segment by the user actuating the user interface during the playback of a particular portion of the content segment; and

initiating actions based on the <u>particular portion of the content segment with</u> which the responses is associated.

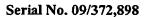
48-92. (canceled)

- 93. (previously presented) The closed loop system of claim 1, wherein the response information includes a response type.
- 94. (new) The closed loop system of claim 1, wherein the server application operating on the mobile content further enables the mobile content server to perform a particular action associated with the received response.



- 95. (new) The closed loop system of claim 94, wherein the particular action is selected from a plurality of possible actions based on the particular portion of the content segment with which the response is associated.
- 96. (new) The closed loop system of claim 94, wherein the particular action is selected from a plurality of possible actions based on the position in time in which the particular portion is situated within the content segment.
- 97. (new) The closed loop system of claim 94, wherein a response information associated with a particular portion of the content segment indicates a request for further information regarding the content segment.
- 98. (new) The closed loop system of claim 94, wherein a response information associated with a particular portion of the content segment indicates a request to initiate a purchase transaction.
- 99. (new) The closed loop system of claim 1, wherein the response information is associated with the particular portion of the content segment based on when a response button is activated by a user.
- 100. (new) The closed loop system of claim 1, wherein the response information includes a content segment identifier and a time-stamp, the time stamp indicating a relative portion of
- 101. (new) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp.
- 102 (new) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp, and if the time-stamp indicates a first sub-segment of the content segment, a purchase transaction is initiated and if the time-stamp indicates a second sub-segment of the content segment, a different action is taken.
- (new) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp, and if





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the time-stamp indicates a first sub-segment of the content segment, the user is placed on a mailing list and if the time-stamp indicates a second sub-segment of the content segment, a different action is taken.

(new) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp, and if the time-stamp indicates a first sub-segment of the content segment, the information will be sent to the user and if the time-stamp indicates a second sub-segment of the content segment, a different action is taken.